



Says

What have we heard them say?
What can we imagine them saying?

They would say we are good

They say, we have nice products

They say a lot of good things



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

They think of satisfaction

They think of good

they think of good service form us



Being nice to us

Free promotion

Talkng good about us

They would like the taste

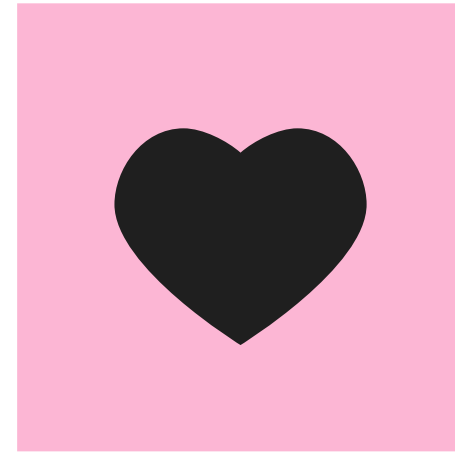
They would dislike if its not good enough

The feel satisfied



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?